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E – 3924

Reg. No. :

Name :

Fourth Semester M.S.W. Degree Examination, July 2018
SW 241 : ECOLOGICAL SOCIAL WORK, COMMUNICATION AND SOCIAL
ENTREPRENEURSHIP
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 75

PART – A

Answer **all** questions in **not more than 50** words. **Each** question carries **2** marks. **(10×2=20 Marks)**

1. Communication.
2. Political ecology.
3. Green technologies.
4. Entrepreneurship.
5. Food chain.
6. Puppetry.
7. Global warming.
8. Sustainable development.
9. Social marketing.
10. Case study.

PART – B

Answer **any five** of the following in not more than **300** words; **each** question carries **5** marks. **(5×5=25 Marks)**

11. What are the elements of communication ?
12. Write a short note on sustainable development.
13. Differentiate workshop and conference.

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14. Explain any two models of communication.
15. Write a note on behaviour change communication using an example from your field work.
16. Explain the significance of media research as a skill in social work.
17. Explain your view on social entrepreneurship in Indian context.
18. Explain principles of development communication.

PART - C

Answer **any two** of the following in not more than **1200** words; **each** question carries **15** marks. **(2×15=30 Marks)**

19. "Entrepreneur is an agent for social change and development". Substantiate with case studies from Kerala contexts.
 20. Explain various phases in development communication.
 21. Explain different applications of mass communication media and strategies in social work.
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